



October 20, 2003

Dear Consultant:

The Inter-Regional Partnership (IRP) is seeking proposals to evaluate the state *Inter-Regional Partnership Pilot Project to Improve the Balance of Jobs and Housing*. This project was developed to promote economic development in areas of the IRP region that contain a surplus of housing and to promote housing development in areas with a surplus of jobs. The IRP region consists of five counties, Alameda, Contra Costa, San Joaquin, Santa Clara, and Stanislaus.

To implement this program, ten Jobs/Housing Opportunity Zones (Zones) have been designated throughout the IRP region. Each Zone has specific jobs/housing balance related goals and has identified the type of actions necessary to attain those goals, including state, regional, and local incentives. The IRP is currently working with the State to create incentives that will be available to each of the designated Zones.

The IRP enabling legislation mandates that a "qualified consultant" evaluate the Pilot Project and assist in ongoing monitoring of the Zones. The evaluation is to include a comprehensive assessment of the Pilot Project. It will be two-tiered, with the first analysis to be from a policy/program perspective, while the second will be focused on the processes used by the IRP to implement this project. For the ongoing monitoring, the consultant will be asked to develop a mechanism to monitor the progress of the individual Zones.

Submission information is located in the request for proposals package. Please submit complete proposals that meet all eligibility and threshold requirements. **Deadline for submitting proposals is 5:00 p.m., December 10, 2003.**

Please review the attached RFP materials and contact the IRP staff with any questions (contact information is located on page 4 of the RFP.) Further information about the State IRP Pilot Project and this RFP can also be obtained on line at www.abag.ca.gov/planning/interregional.

Thank you for your interest in the state *IRP Pilot Project to Improve the Balance of Jobs and Housing*.

Respectfully,

Handwritten signature of Mark DeSaulnier in black ink.

Supervisor Mark DeSaulnier
Contra Costa County
Co-Chair, Inter-Regional Partnership

Handwritten signature of Dan Bilbrey in black ink.

Mayor Dan Bilbrey
City of Tracy
Co-Chair, Inter-Regional Partnership

Enclosure



October 20, 2003

Inter-Regional Partnership Jobs/Housing Balance Pilot Program Evaluation Request for Proposals

Background

The Inter-Regional Partnership (IRP) was convened in 1998 to establish a framework that allows local policy makers to address the interrelationships between future jobs and housing, and the concurrent impacts on transportation and air quality in two separate, yet economically linked regions, the San Francisco Bay Area and the Central Valley. Fifteen elected officials, representing five counties-Alameda, Contra Costa, San Joaquin, Santa Clara, and Stanislaus-joined forces to pursue a number of programs and actions to improve inter-regional cooperation on transportation and growth-related issues. Three councils of governments (COGs)-the Association of Bay Area Governments, the San Joaquin Council of Governments and the Stanislaus Council of Governments-provide staffing, financial support and regional expertise to the IRP.

In establishing its program objectives, the IRP members agreed upon a number of goals, including:

- Achieve a more equitable jobs/housing balance.
- Improve transportation and air quality.
- Enhance the quality of life throughout the five county region.
- Pursue inter-regional economic development opportunities.
- Establish more sustainable methods of moving people between their homes and distant jobs.

IRP Pilot Project

In the summer of 2000, state legislation was passed that created the *IRP Pilot Project to Improve the Balance of Jobs and Housing*. It was established as a “pilot” project to determine whether or not the placement of jobs and/or housing could be influenced through the use of focused economic development and housing related incentives.

The specific goals of the IRP Pilot Project, as stated in the legislation, are to:

- Encourage economic investment, including job creation, near available housing.
- Encourage housing to be located near major employment centers.
- Encourage development along corridors served by transit and near transit stations.
- Encourage more sustainable and effective transportation between job and housing centers.

To meet these goals, ten Jobs/Housing Opportunity Zones (Zones) have been designated in the IRP region (defined as the five participating counties). Each Zone has specific jobs/housing balance related goals and a description of the type of actions necessary to attain those goals, including state, regional, and local incentives. (See Table 1 for a listing of the ten Zones.)

The incentives are intended to encourage development that will meet the jobs/housing balance goals of the individual Zones and the IRP region. The incentives vary by Zone location and type. For example, Zones located near employment centers or with good transit access to employment need incentives designed to promote reasonably priced housing development. In contrast, Zones in a jurisdiction with an over-abundant supply of housing may need incentives related to infrastructure development to attract jobs.

Incentives being sought (thus far unsecured) for the Zones through legislative and administrative changes to state programs include:

- Tax Increment Financing
- Enterprise Zone Status
- Housing Tax Credits
- Priority in State Bond Allocations
- Childcare Programs

Table 1. Jobs/Housing Opportunity Zones

Proposal	Projected Jobs	Projected Housing Units
Alameda County		
Dublin Transit Center	1,414 office 233 retail	1,500 units
San Lorenzo Village	33 office 400 retail	840 units
Union City Intermodal Station Area	4,480 office 3,415 r&d 222 retail	967 units
Contra Costa County		
Cities of Antioch & Brentwood	6,800 office/light industrial 3,500 retail	0 units
Cities of Antioch & Oakley	17,511 office/light industrial 1,024 retail	184 units
Santa Clara County		
City of Milpitas	2,368 office 50 retail	4,860 units
San Joaquin County		
City of Tracy: Tracy Gateway Business Park	24,130 office 1,119 retail 463 other (hotel/golf)	0 units
County of San Joaquin: Airport East	9,987 office/r&d 3,286 warehouse/delivery 521 retail	0 units
Stanislaus County		
County of Stanislaus (Patterson)	10,000 warehouse/delivery & light industrial	0 units
City of Modesto	1,500 jobs	0 units

Program Evaluation

The IRP legislation mandates that a “qualified consultant” evaluate the Pilot Project. As stated in the legislation, the evaluation shall consist of 1) ongoing monitoring of the Zones and 2) a final evaluation of the Pilot Project. The final evaluation is to be two-tired. The first analysis will be from a policy/program perspective, with the second to be focused on the process.

Work to be Performed

The Inter-Regional Partnership¹ seeks professional planning services to do the following:

- 1) Ongoing Monitoring: The enabling IRP legislation mandates that the development progress of the Zones be monitored on a regular basis. The selected consultant will be asked to work with IRP staff to develop a methodology, recommend data to track, and design data analysis techniques for the IRP staff to use in monitoring the Jobs/Housing Opportunity Zones. Some data items that may be considered are included in Attachment 1.
- 2) Project Evaluation: This component is divided into two parts: Project Analysis and Process Evaluation. (It is not intended that the following description represent an order or priority for completion.)
 - A. Project Analysis: This analysis is intended to be a comprehensive evaluation of the IRP Pilot Project as a tool to resolve jobs/housing imbalance. The principal question to be addressed for this component of the evaluation is whether or not jobs/housing imbalance issues *can* be addressed through focused development in selected areas. Another component will be to determine, whether or not the use of incentives would have made a difference in the outcome of the development projects in the Zones and hence whether incentives are a viable means to stimulate development to improve jobs/housing imbalances across different regions.

This section should include detailed information on jobs/housing imbalances in the IRP region. The gap between jobs and housing in the various IRP jurisdictions should be evaluated by comparing the ratio between the number of jobs and the number of housing units in a local jurisdiction with a designated IRP Jobs-Housing Opportunity Zone, before an opportunity zone project has been approved and after it has been developed. The comparison shall be based on an optimum balance of jobs and housing being one and one-half jobs for one housing unit, as determined by the Department of Finance.
 - B. Process Evaluation: This evaluation will be to determine whether or not the Pilot Project, as designed, could meet the goals of improving inter-regional jobs/housing imbalances. This analysis will focus on the program design and processes that the IRP used in the Pilot Project, i.e. the criteria used in selecting the Zones and the Zone Selection process. One of the key questions to be addressed is whether or not changes to the process could have had a beneficial impact on the overall outcome of the Pilot Project.

¹ The Association of Bay Area Governments is the lead agency for the Inter-Regional Partnership Pilot Project. The selected consultant will enter into a contract with ABAG to perform the work described in this RFP.

Written Products

- 1) Jobs/Housing Opportunity Zones Annual Monitoring Recommendations. Recommendations shall include: data collection techniques (recommend survey instruments), data to be collected, and recommendations on how to perform data analysis. Recommendations will be due to the IRP on February 16, 2004.
- 2) IRP Pilot Project Evaluation, Project Analysis: This section should be based on the goals of the IRP Pilot Project. The questions to be addressed include: 1) As an implementation tool (to improve jobs/housing balance), how effective was the Pilot Project in addressing the inter-regional jobs/housing imbalances? 2) Can jobs/housing imbalances be affected through focused development? 3) If incentives are utilized by the Zones, will they make a difference in the timing of the development projects build out? This report will be due to the IRP no later than June 18, 2004.
- 3) Jobs/Housing Opportunity Zone Process Evaluation: This report is intended to evaluate the criteria and processes used by the IRP to select the Zones. This report shall include any recommended changes to the criteria and process to produce a more favorable outcome. This report will be due to the IRP no later than June 18, 2004.

Required Meetings

- 1) Attend no more than three (3) IRP meetings between January and June 2004. Meetings are generally held on the third Wednesday of every other month (bimonthly). Schedule may change at the discretion of the IRP. Meeting locations vary.
- 2) Meet on an "as needed basis" with IRP staff to facilitate the work elements of this RFP. Meetings will take place in both the San Francisco Bay Area and the Central Valley (San Joaquin and Stanislaus counties).

Budget

The Inter-Regional Partnership has allocated **\$25,000** toward completing the state mandated IRP Pilot Project evaluation. Completed RFPs should include a detailed budget approximating hours by task and an overall "not to exceed" price. Proposals exceeding the allocated budget will also be accepted for consideration. (Note: Considerable COG staff support is anticipated in order to complete this project within budget.)

Request for Proposals

ABAG invites the submittal of proposals outlining the steps your firm will take to prepare the products outlined above. Please note relevant experience and projects that qualify you to be a strong candidate for this project. Include resumes of staff persons expected to work on the project. Please include at least three (3) references from public agencies.

All responses to this request for proposals are due on December 10, 2003. Submit one (1) original proposal and three (3) copies to the Association of Bay Area Governments at:

The Inter-Regional Partnership
c/o Alex Amoroso, Principal Planner
Association of Bay Area Governments
P.O. Box 2050
Oakland, CA 94604-2050

Attachment One

Please Note: Below is a list of the type of data that may be needed to perform the ongoing monitoring and/or the evaluation of the IRP Pilot Project. This list has been provided as an indication of the potential data demands of this project. The consultant will be asked to make suggestions and work with the client to determine what actual data will be collected to appropriately complete the tasks outlined in this RFP.

- Percent of Zone development projected to be completed by January 1, 2008.
- The number of housing units constructed and permitted in the Zone, including total affordable units.
- The number of direct and indirect jobs generated within the Zone.
- Number, and type, of incentives the Zones have been able to utilize to date.
- Number of local residents hired (to date) to fill job positions in the Zones and/or the number of local workers (to date) who moved to a Zone location to be closer to their jobs.
- The number and types of transit routes serving the Zone.
- Percent of residents and/or workers in Zone who utilize public transit, or other alternative (non single occupancy vehicle) transportation.
- Infrastructure improvements made in Zone (to date) and capital required for future improvements.
- The goals of each Zone as detailed in each Zone sponsor's original application or as determined through interviews with each Zone applicant.
- The implementation plan for the development of each Zone as prepared by the Zone applicant.
- The cumulative impact, including air quality impacts, of the development of all the Zones on the IRP region as determined through research prepared by selected consultant.
- A description of any external factors that may have affected the Zone's development plans.
- Level of service ratings for highway traffic for the county where the Zone is located. The evaluation should compare the level of service before the Zone designation with the level of service projected at the end of the pilot project period (2008).
- A description of any additional data used to evaluate the jobs/housing imbalances.
- An assessment of jobs/housing balance. This should include detailed information on the gap between jobs and housing by comparing the ratio between the number of jobs and the number of housing units in a local jurisdiction with a designated IRP Jobs-Housing Opportunity Zone, before an opportunity zone project has been approved and after it has been completed. The comparison shall be based on an optimum balance of jobs and housing being one and one-half jobs for one housing unit, as determined by the Department of Finance.